

Patent
Attorney's Docket No. 99-836

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of)	
)	
James J. DREW et al)	Group Art Unit: 3623
)	
Application No.: 09/953,118)	Examiner: Robinson Boyce, Akiba K
)	
Filed: June 13, 2000)	
)	
For: A METHOD FOR EVALUATING)	
CUSTOMER VALUE TO GUIDE)	
LOYALTY AND RETENTION)	
PROGRAMS)	

AMENDMENT/REPLY TRANSMITTAL LETTER

Commissioner For Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Enclosed is a reply for the above-identified patent application.

- ☐ A Petition for Extension of Time is also enclosed.
- ☐ A Terminal Disclaimer and a check for ☐ \$55.00 ☐ \$110.00 to cover the requisite Government fee are also enclosed.
- ☐ Applicant(s) request continued examination under 37 C.F.R. § 1.114 and enclose the ☐ \$385.00 ☐ \$770.00 fee due under 37 C.F.R. § 1.17(e).
- ☐ Applicant(s) previously submitted _____, on _____, for which continued examination is requested.
- ☐ A request for Entry and Consideration of Submission under 37 C.F.R. § 1.129(a) is also enclosed.

7/18/04
3-18-04
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REPLY TO OFFICE ACTION

In reply to the Office Action mailed November 21, 2003, the period for response to which extending through February 23, 2004 (February 21, 2004 being Saturday), Applicants make the following amendments and remarks.

Amendments to the Claims are reflected in the listing of claims in this paper beginning on page 2.

Remarks/Arguments follow the amendment section of this paper beginning on page 20.